StellarMart's Sales Trend and Growth Analysis Report

This report analyzes StellarMart's sales data to identify trends over time, including monthly and seasonal fluctuations, and to evaluate year-over-year growth across regions. The analysis focuses on overall company performance and regional disparities.

Problem Statement

StellarMart, a mid-sized retail chain dealing in Electronics, Clothing, Home Appliances, Books, and Groceries, seeks to derive actionable insights from two years of sales data to drive strategic growth. With increasing competition and changing customer preferences, the company aims to use data analytics to enhance profitability and operational efficiency.

Project Objectives

➢ Identify sales trends over time, including monthly and seasonal fluctuations.
➢ Compare performance across product categories and identify underperforming ones.
➢ Analyze category-wise sales contributions from each region.
➢ Create dynamic visualizations highlighting sales trends and regional performance.

Report

1) Year-over-Year Total Growth

The table below shows total sales and year-over-year growth between 2023 and 2024.

Year	Total Sales (₹)	Growth %
2023	6,528,457.52	—
2024	6,789,098.94	+3.98%

Insight: Overall, StellarMart's sales grew by approximately 4% from 2023 to 2024.
The growth was modest, reflecting steady demand but limited expansion potential.

2) Region-Wise Growth

Region	2023 Sales (₹)	2024 Sales (₹)	Growth %
East	1,517,784	1,847,184	**+21.7%**
North	1,573,230	1,585,520	**+0.8%**
South	1,728,113	1,664,053	**−3.7%**
West	1,709,331	1,692,342	**−1.0%**

Observation:
The East region was the primary driver of company growth with a 21.7% increase. North remained flat, while South and West recorded negative growth, indicating areas needing improvement.

3) Monthly and Seasonal Trends

Monthly trends indicate noticeable dips in February, August, and December, both in sales and quantity sold. High-performing months include April through July and October to November, showing a strong mid-year performance.

Quarterly comparison shows that Q2 (April–June) had the highest sales, while Q4 (October–December) experienced about a 20% decline, signaling seasonal demand fluctuation.

Insight: The data suggests strong mid-year sales, possibly due to festive or promotional periods, and end-of-year decline likely caused by reduced demand or inventory limitations.

4) Category-wise Sales Contribution by Region

This section examines how each product category contributes to total regional sales, helping to identify dominant and underperforming categories within each region.

Region	Top-Contributing Category	Category Share (%)	Underperforming Category	Insight Summary
East	Books	30%	Groceries	Balanced performance; strong demand for books.
North	Electronics	27%	Groceries	Electronics lead sales; groceries lag behind.
South	Groceries	33%	Books	Region heavily depends on groceries; diversify product mix.
West	Clothing	29%	Books	Moderate mix; potential growth in books and electronics.

Insight:

Category contribution analysis shows that East maintains a healthy balance, while South is over-reliant on Groceries. North and West exhibit uneven contributions across product types. Targeted regional campaigns and product diversification can help stabilize sales and drive higher-margin growth.

Actionable Insights

➢ Prioritize recovery strategies in South and West regions to reverse declining trends.

➢ Prepare marketing and inventory strategies ahead of low-demand months (February, August, December).

➢ Strengthen Q4 campaigns to minimize seasonal sales dips.

➢ Leverage East's strong growth model for replication in other regions.